

Usability and Accessibility Web Guidelines

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Roadmap

- Use Color Wisely
- Use Text Wisely
- Use Plain Language
- Make it Section 508 Compliant
- Optimize for Mobile Devices


Do use high contrast.

Black on white

White on black

Color-Blindness

Use Color Wisely

- Color can elicit an **emotional** reaction¹
- Blue is the most preferred color 



- A Yellowish-green hue is the least-preferred color 



¹Palmer, S. E. & Schloss, K. B. (2010). An Ecological Valence Theory of Human Color Preference. *Proceedings of the National Academy of Sciences (USA)*, 107 (19): 8877-8882. Available at [10.1073/pnas.0906172107](https://doi.org/10.1073/pnas.0906172107)

Don't

A close-up photograph of a woman with dark hair and blue eyes, looking extremely shocked or scared. Her hands are pressed against her cheeks, and her mouth is wide open in a gasp. She is wearing a grey t-shirt and a thin ring on her finger. The background is dark.



WRITE IN ALL CAPS!!!!!!!!!!!!!!!!!!!!

Use Plain Language

- Write it in simple English
- *“If you can't explain it simply, you don't understand it well enough.”*
– Albert Einstein
- Avoid Jargon & undefined acronyms
- Structure text and content simply

Make it 508 Compliant

- 508 Compliance benefits everyone
- Tag pictures meaningfully
- Use intuitive navigation
- Make the “happy path” as short as possible.

Optimize for Mobile Devices

- Avoid Scrolling, especially horizontally
- Keep varying screen sizes in mind
 - Use up-to date programming language
 - Make sure it looks like you want it to
- Use large enough targets for small screens
- Test the interface on the most popular models of phones and tablets



Summary

- Make it easy to see, easy to read, accessible for everyone, and usable on mobile devices
- We are open to input and references – share your findings with us.
- Guidelines will be published.
 - Intended to save time and government money.



Thank You!

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